DIGITAL DESIGN (B.S.) - DIGITAL MERCHANDISING DESIGN

Important: This degree plan is effective for those starting this degree program in fall 2023 through summer 2024. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

General Education/Foundational Skills Requirements

Code	Title	Hours
Communication & Information Literacy [1]		
ENGL 101	Composition and Rhetoric	3
Communications Elective		3
Information Literacy Elective		3
Information Literacy Elective		3
Technological Solutions & Quantitative Reasoning [1]		
UNIV 104	Instructional Technology for Successful Online Learning	0-3
Math Elective	MATH 114 or higher	3
Critical Thinking [1]		
RLGN 104	Christian Life and Biblical Worldview [2]	4
Critical Thinking Elective		3
Civic & Global Engagement [1]		
Cultural Studies Elective		3
Social & Scientific Inquiry [1]		
Natural Science Elective		3
Social Science Elective		3
Christianity & Contexts [1]		
BIBL 104	Survey of Old and New Testament	4
THEO 104	Introduction to Theology Survey [2]	4
Total Hours		**39-42**

[1] Refer to the list of approved general education electives before enrolling in foundational skill requirements

[2] Students transferring in 45 or more UG credit hours will have the requirement of RLGN 104 Christian Life and Biblical Worldview (4 c.h.) waived; Students transferring in 60 or more UG credit hours will also have the requirement of THEO 104 Introduction to Theology Survey (4 c.h.) waived

Major Requirements

Code	Title	Hours
Major Foundational Courses		
ARTS 105	Art Appreciation [1]	3
ARTS 209	Art as Communication [1]	3
Total Hours		**6**

[1] Course may fulfill select general education requirements

Code	Title	Hours
Major Core		
ARTS 113	2D Foundations	3
ARTS 114	3D Foundations	3
ARTS 201	History of Art I	3
ARTS 202	History of Art II	3
ARTS 205	20th-21st Century Art	3
ARTS 214	Art, Culture, and Technology	3
ARTS 222	Graphic Design Foundations	3
Total Hours		**21**

Code	Title	Hours
Concentration		
ARTS 223	Introduction to Typography	3
ARTS 332	Vector Illustration	3
ARTS 342	Digital Imaging	3
ARTS 352	Graphic Design I	3
ARTS 371	Graphic Design II	3
ARTS 398	Studio and Digital Arts Practicum	3
ARTS 492	Professional Practices	3
ARTS 499	Undergraduate Internship	3
BUSI 330	Principles of Marketing	3
FACS 243	Digital Drafting I	3
FACS 304	Promotions and Aesthetics	3
FACS 353	Retail Merchandising	3
Total Hours		**36**

Code	Title	Hours
Free Electives		
Choose 15-24 credit hours of Free Electives		15-24
Total Hours		**15-24**

All applicable prerequisites must be met

Graduation Requirements

- **120** Total hours
- **2.0** Overall grade point average
- **30** Hours must be upper-level courses (300-400 level)
- **Grade of 'C'** Minimum required for all upper-level courses in the major
- **25%** Of major and concentration taken through Liberty University
- **30** Hours must be completed through Liberty University
- **Grad App** Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

Course Sequence

Course	Title	Hours
First Year		
First Semester		
ENGL 101	Composition and Rhetoric	3
RLGN 104	Christian Life and Biblical Worldview	4
Communications Elective [1]		3
MATH Elective [1]		3

Course	Title	Hours
UNIV 104	Instructional Technology for Successful Online Learning	0-3
	Hours	**13-16**
Second Semester		
BIBL 104	Survey of Old and New Testament	4
Cultural Studies Elective (ARTS 105) [1]		3
Information Literacy Elective (ARTS 209) [1]		3
ARTS 113	Introduction to 2D Design	3
Elective		3
	Hours	**16**
Second Year		
First Semester		
THEO 104	Introduction to Theology Survey	4
Critical Thinking Elective [1]		3
Information Literacy Elective [1]		3
ARTS 114	Introduction to 3D Design	3
ARTS 201	History of Art I	3
	Hours	**16**
Second Semester		
ARTS 202	History of Art II	3
ARTS 205	20th-21st Century Art	3
ARTS 222	Introduction to Graphic Design	3
FACS 243	Digital Drafting I	3
Elective		3
	Hours	**15**
Third Year		
First Semester		
ARTS 214	Art, Culture, and Technology	3
ARTS 223	Introduction to Typography	3
ARTS 332	Vector Illustration	3
BUSI 330	Principles of Marketing	3
FACS 304	Promotions and Aesthetics	3
	Hours	**15**
Second Semester		
Natural Science Elective [1]		3
ARTS 342	Digital Imaging	3
ARTS 352	Graphic Design I	3
FACS 353	Retail Merchandising	3
STCO 307	Strategic Communication	3
	Hours	**15**
Fourth Year		
First Semester		
Social Science Elective [1]		3
ARTS 371	Graphic Design II	3
ARTS 398	Studio and Digital Arts Practicum	3
Elective		3
Elective		3
	Hours	**15**
Second Semester		
ARTS 492	Professional Practices	3
ARTS 499	Undergraduate Internship	3
Elective		3
Elective		3
Elective		3
	Hours	**15**
	Total Hours	**120-123**

[1] Refer to the list of approved general education electives at www.liberty.edu/gened before enrolling foundational skills requirements.